Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Target Market Profiles**

After yesterday’s target market activity with music, this assignment gets you to think about types of restaurants and their **loyal customers**. For each restaurant, write in your answer for each section and turn it in. Due at the end of class.

[](http://images.google.com/imgres?imgurl=http://jkontherun.files.wordpress.com/2006/07/mcdonalds_logo.jpg&imgrefurl=http://jkontherun.com/2006/07/&usg=__5Gl9HC6zBuKPk7tvdTKljOvBVBw=&h=185&w=200&sz=28&hl=en&start=9&sig2=RyjAn2LYwv1hNQ8vJp2X6g&um=1&tbnid=UX-XeTqsWqKnCM:&tbnh=96&tbnw=104&prev=/images?q=mcdonalds+logo&hl=en&sa=X&um=1&ei=tATFSo7XGIXQNPbXwPIH)Demographics:

Age

Ethnicity

Income Level

Education Level

Occupations

Psychographics:

Lifestyles

Values

Attitudes

[](http://images.google.com/imgres?imgurl=http://doorstepd.com/images/applebees.gif&imgrefurl=http://doorstepd.com/&usg=__BQ-VQeKV84ClrOdwNS0TTnz-iHc=&h=431&w=730&sz=119&hl=en&start=1&sig2=K5kA4u98kVpaiS1R3EEGjA&um=1&tbnid=79Mellki5TVMUM:&tbnh=83&tbnw=141&prev=/images?q=Applebees&hl=en&um=1&ei=FwbFSoTVDIvEMK3x0PMH)Demographics:

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[](http://images.google.com/imgres?imgurl=http://blogs.e-rockford.com/comingsandgoings/files/2009/07/jimmy-johns.jpg&imgrefurl=http://blogs.e-rockford.com/comingsandgoings/2009/07/&usg=__GyQEq2IdtI6nvKAO7xSnzAgyez0=&h=1084&w=1084&sz=102&hl=en&start=1&sig2=O0E2NUBvUnzh9O3YqMsWBA&um=1&tbnid=laiNCn2rnfb5_M:&tbnh=150&tbnw=150&prev=/images?q=Jimmy+Johns&hl=en&um=1&ei=9gXFSqLVE6bUNKPalPUH)Demographics:

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[http://t3.gstatic.com/images?q=tbn:ok539WH-LpKb1M:http://www.wycokck.org/uploadedImages/Images/gatesbbq.jpg](http://images.google.com/imgres?imgurl=http://www.wycokck.org/uploadedImages/Images/gatesbbq.jpg&imgrefurl=http://www.wycokck.org/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=16246&usg=__RZ9JvJ0YganQmldcU2b0v5T4nDM=&h=86&w=122&sz=6&hl=en&start=5&sig2=Ds5anYdXtsjWEICLf962YQ&um=1&tbnid=ok539WH-LpKb1M:&tbnh=63&tbnw=89&prev=/images?q=Gates+BBQ+logo&hl=en&um=1&ei=TQbFSvaXEYWKMvLllfMH)Demographics:

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[](http://images.google.com/imgres?imgurl=http://www.whatcomsoccer.com/images/Olive%20Garden%20logo.jpg&imgrefurl=http://www.pangeamarketplace.com/surroundingarea.htm&usg=__VEzsyoV5fpvMbSaI4Qo3DyO6-0k=&h=286&w=560&sz=23&hl=en&start=2&sig2=RiVHk_rYjrzfrGlcoFv8kw&um=1&tbnid=kKWhQGdiyIWfAM:&tbnh=68&tbnw=133&prev=/images?q=Olive+Garden+logo&hl=en&um=1&ei=rwbFSoWnDoW2NrSpsPIH)

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[](http://images.google.com/imgres?imgurl=http://www.losanjealous.com/wp-content/uploads/2006/06/logo_cheesecake.gif&imgrefurl=http://www.jacksonvilleconfidential.com/2008_07_01_archive.html&usg=__NEpPdbi_z9glzp501cODZaeJa58=&h=227&w=396&sz=17&hl=en&start=3&sig2=7jvqfT8t6vLPMDhr1I2MuQ&um=1&tbnid=kqCXTeIfsZVXZM:&tbnh=71&tbnw=124&prev=/images?q=Cheesecake+Factory+logo&hl=en&um=1&ei=0gbFSuvtKJKSNf-ClfIH)Demographics:

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